

Technology Tomorrow

National Directory Conference
Washington, DC
September 2002

Your Success ... and Survival ... Require Smart Use of Technology

- **Directories have traditionally served as starting points, but today's information users want more**
 - A result
 - One-stop shopping
 - Data Flexibility
- **The closer you come to delivering on these needs, full result, the more relevant, useful and valuable you become – think integration**
- **Technology plays a role in all three areas**
- **Technology can also help you produce better products more cost-effectively and even increase sales**

Results

- **Directories traditionally offered a starting point**
 - Downstream information sources
 - Lists of potential vendors
 - Sales prospects
- **Today's information users want you to help them do their jobs**
 - Real-time data access
 - Sophisticated data manipulation (not just sorting!)
 - Completes a process; delivers a result (not just a lookup)
 - Trigger a transaction (a purchase, a marketing campaign)

One-Stop Shopping

- **Data Depth is Critical, not Optional**
 - Users want to know more than ever before
 - Users want that knowledge in one place and one format
- **Content Specialization is an Emerging Trend**
 - Many directory publishers are licensing their data to other publishers and licensing data from other publishers
 - Efficient way to add depth by licensing from non-competitive third parties
- **The final result must be fully and expertly integrated**
 - User expectations are very high ... and rising

Data Flexibility

- **State of the art in data flexibility used to be “comma delimited ASCII”**
- **We’re rapidly moving to XML and Web Services**
- **Successful data product must seamlessly interoperate with other data products (both internal customer data and other commercial data)**
- **The big information users are already “mixing and matching” data from different vendors for customized applications**
- **How you maintain, categorize and deliver your data is becoming critically important to your future**

Technology For Your Whole Business

infocommerce

- **Sophisticated tools are now emerging to help companies maintain their own directory listings**
- **Fully automated technology to sell online subscriptions and a la carte data selections can generate new revenues for you 24x7x365**
- **Distributed database editing and updating via the Web can reduce editorial labor costs**
- **Use your editorial database to drive targeted email campaigns**
- **Sell and renew advertisers right on your Web site**